

# Las Vegas Chamber of Commerce Business Voice

A Member Publication

October 2009 | Volume 29 Number 10

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and much more...

## Celebrate Customer Service Excellence at October 23 Luncheon

**J**oin the Las Vegas Chamber of Commerce and salute excellence in customer service at the 2009 Customer Service Excellence (CSE) Luncheon. Slated for October 23 at the Rio All-Suite Hotel & Casino, this annual celebration recognizes top performers in every industry.

"During a challenging economy, superior levels of customer service can make the difference between a company prospering, or floundering," says CSE committee chair, Doug Robinson, of American Family Insurance. "This luncheon is a celebratory event that rewards the efforts of customer service stars valley-wide. It's a real 'feel good' celebration that lets us all take a step back and acknowledge the truly great things that continue to happen in our business community."

The Chamber's CSE program is a city-wide effort that encourages and rewards superior customer service. Operated in partnership with the Las Vegas Convention and Visitors Authority (LVCVA), CSE provides a wide range of opportunities for companies and individuals to acknowledge superior customer service levels.

"One of the best things about the CSE program is that it's free, simple, and everyone can use it," says Robinson. "Companies can utilize CSE as an in-house employee recognition program and individuals can use CSE 'compliment cards' to give a special thanks to people they come across who provide superior levels of service."



The annual Customer Service Luncheon is held in celebration of and following National Customer Service Week, which is October 4-10. Special bronze, silver and gold certificates honoring the levels of CSE achievement are awarded at the luncheon. During a program year, all nominations are tracked and each nominee is invited to the luncheon.

This year entertainment will be provided by Penny Lane. Register today for the CSE luncheon on Friday, October 23. The

celebration is from 11:00 a.m. - 1:30 p.m. at the Rio All-Suite Hotel & Casino. Admission is \$45 per person, or \$450 for a table of 10. Reserve your seats by calling 702.641.5822 or register online at [www.lvchamber.com](http://www.lvchamber.com). Click on the events calendar for more details.

*continued on page 30*

**Preview 2010**

## Save the date

Preview Las Vegas 2010  
January 28, 2010  
Thomas & Mack/  
Cox Pavilion



# No prescription benefits?

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The Nevada Drug Card is not insurance.  
It is a discount card open to all residents of Nevada.

# "Red Flags" federal anti-identity theft provision goes into effect Nov 1

By Christopher Mathews, Lionel Sawyer & Collins

Identity theft continues to plague the nation, with businesses and individuals reporting nationwide losses running into the hundreds of millions of dollars each year. In 2003, Congress passed legislation requiring federal agencies to implement new regulations to detect and fight identity theft. In 2007, the Federal Trade Commission (FTC) developed the "Red Flags Rule," requiring businesses and organizations to develop and implement programs aimed at halting such theft. Failure to comply before the rule's November 1, 2009 implementation date may result in the imposition of stiff civil penalties and intrusive audit and compliance measures.

The **Red Flags Rule** applies to financial institutions or any business that regularly permits deferment of payment or provides goods or services and bills customers later, if there is a "reasonably foreseeable risk" of identity theft. Businesses covered by the **Red Flags Rule** must develop, implement, and administer a written identity theft prevention program that must be approved at the highest level of the company. The program must include policies

and procedures to identify "red flags" of identity theft, a method to detect such red flags, procedures in the event red flags are detected, and a method to re-evaluate the program as risks of the crime change.

"Red flags," according to the FTC, are potential patterns, practices, or specific activities indicating the possibility of identity theft. When a red flag is detected, a company might notify the customer, close or refuse to open an account, change a password, or notify law enforcement. There is no one-size-fits-all approach: the response must be appropriate to the degree of risk posed. Businesses must tailor their programs to the size of their business and the risk of identity theft likely in their operations, and ensure their employees are trained in the program and actually put it into practice. A business must update its program as risks change or when the business undergoes a change such as restructuring, merger, or acquisition.

The **Red Flags Rule** represents a fundamental shift in the prevention of identity theft, from passive data protection

*continued on page 30*



**Christopher Mathews**

Lionel Sawyer & Collins

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The Las Vegas Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements. Questions or concerns about content of *The Business Voice* can be addressed to Vice President of Marketing, Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. South, Suite 300, Las Vegas, NV 89119.

### Helpful Hints:

- Limit the number of releases you send to the single most important happening in your organization.
- No advertisements will be printed in the Member News section.
- No phone numbers will be listed in the Member News section, with the exception of non-profit organizations.
- Outdated material will not be published.
- Membership dues must be current for submissions to be printed.
- The Chamber reserves the right to make the final edit on all submissions.

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# Learn how to do business with Clark County

## How to do business with Clark County

**Tuesday, October 13**

8:00 to 8:30 a. m. Registration & Networking

8:30 to 10:30 a.m. Program

EMBARQ® Business and Conference Center at the Las Vegas Chamber of Commerce

6671 Las Vegas Blvd. South, Ste. 300

Las Vegas, NV 89119

\$20 for members

**This event is for members only.**

For more information, call 702.641.5822, or visit

[www.lvchamber.com](http://www.lvchamber.com)

This event is sponsored by ADP and Chamber Insurance and Benefits, LLC.

Have you considered the possibility that your business could be a provider of goods or services to Clark County? The Chamber can help you learn what the county purchases and how the purchasing process works. On October 13 the Chamber will host a seminar titled "How to Do Business with Clark County." Clark County Purchasing Manager Yoli Jones will be the presenter.

Business development is the key to success in any business. Chamber members will have an exciting opportunity to develop business opportunities with Clark County in 2010. Chamber members may apply to participate in the Clark County Business Development & Education Program at no cost. This in-depth program will teach chamber members how to gain access to contracting opportunities with Clark County. A recent class of 37 graduates resulted in awarded contracts of \$3.2 million.

### Mark your calendars! Sneak Peek: November Power Lunch

Date: Tuesday, November 10, 2009

Location: The Rio All Suite Hotel & Casino

Time: Noon - 1:00 p.m.

Speaker: Dr. Neal Smatresk, president of UNLV

\$50 for members with prepaid registration

\$65 for non members with prepaid registration

\$70 for all walk ins



Dr. Neal Smatresk

## Budgeting & Cash Flow Seminar

**Thursday, October 22**

8:00 to 8:15 a.m. Registration & Networking

8:15 to 9:30 a.m. Program & Interactive Discussion

Las Vegas Chamber of Commerce, Room 313

David Entler, CPA, CMA Vice President – Finance  
Las Vegas Chamber of Commerce

Cost is \$20 for members, \$40 for non-members.

This event is sponsored by Chamber Insurance and Benefits, LLC.

This seminar is designed to help leaders of nonprofit organizations create budgeting and accountability processes that will guide their staff into achieving optimal results. Learn new ways of creating an environment where staff will continually learn from the past and continually focus on achieving the very best results in the future. Learn how a focus on cash flow forecasting will help you better plan the future direction of your organization. Seating capacity is limited. Go to [www.lvchamber.com](http://www.lvchamber.com) to register today or call 702.641.5822.

### Member verification underway

Please watch your mail for your Las Vegas Chamber of Commerce membership verification form. By completing and returning this form by November 9, you will ensure that your information is accurate in our annual *Las Vegas Chamber of Commerce Buyer's Guide and Membership Directory* and in our on-line Business Directory. Update company information, including category listings, e-mail address and website, to ensure we have the latest and most up-to-date information regarding your business. If you have questions or have not received your verification form, please contact Member Services at 702.641.5822.

### The Small Business Excellence Awards, The BIZ Es recognized outstanding achievement in Southern Nevada.



Exclusively sponsored by Nevada State Bank the Small Business Excellence Awards (BIZ Es) were held on September 17 at the Rio All-Suite Hotel & Casino. Awards were given in five categories and two members were honored for their dedication to the Chamber.

Cragin & Pike was recognized with the Centennial Award provided by McCarthy Kasters CPAs, Ltd. for being the longest tenured member and their 100 years of service in the community.

Nevada State Bank was honored for their 50 years of membership in the Las Vegas Chamber of Commerce.

Below is a list of the Small Business Excellence Award categories and the winners.

#### Entrepreneur of the Year

Joseph Vassallo - Paragon Pools

#### Green Business of the Year

Tangerine Office Systems

#### Innovative Business of the Year

Sandler Training

#### Non-Profit of the Year

NCET - Nevada's Center for Entrepreneurship & Technology

#### Small Business of the Year

Imagine Marketing of Nevada Inc.

See the photo gallery page 22. For more information about the Small Business Excellence Awards go to [www.lvchamber.com/programs/biz-e](http://www.lvchamber.com/programs/biz-e). ■



## How Does This 70-Year -Old Doctor Have The Body of a 30-Year-Old?



### The Life Center for Healthy Aging

Affiliate of Cenegeics Medical Institute

Jeffrey Life, MD, PhD, announces the opening of The Life Center for Healthy Aging in Las Vegas!

Find out more about the Life Center's program, a unique and balanced combination of nutrition, exercise and hormone optimization.

#### BENEFITS MAY INCLUDE:

- Improved Muscle Tone*
- Decreased Body Fat*
- Increased Energy*
- Increased Sex Drive/Libido*
- Sharper Thinking*
- Reduced Risk for Disease*
- Improved Outlook On Life*



Jeffrey Life, MD, PhD, after Cenegeics as featured in GQ magazine. Photo is not digitally enhanced



Dr. Life, age 57, before Cenegeics

At the Life Center, patients are successful business people and professionals. In fact, 20% of Dr. Life's patients worldwide are physicians and their families. Call today to speak with Dr. Jeffrey Life or visit our website. Strictly confidential, no obligation. Register online to receive the GQ article and The Complete Guide to Healthy Aging.

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## Training employees how to work with hearing-impaired consumers can boost profits

By Mark Finn, Founder, Hearing Loss Resource and Guidance Center of Nevada.

I don't know many business owners who will argue that their regular customers, the ones who keep coming back, are essential for a steady cash flow. In today's economic environment, it is essential to attain and retain as many customers as possible. It's just common business sense.

However, does your management team realize there are consumers walking into their businesses everyday who are looking to form relationships and become that new "regular customer?" I'm talking about the hearing-impaired community of Las Vegas. Once serviced by understanding businesses, these customers can become the most loyal customers any business will ever find. They are looking for businesses that understand and meet their needs.

We know that close to 40 million Americans

have some form of hearing loss. Doing the math (statistically) and knowing the Las Vegas region and its population as well as I do, I have calculated that Las Vegas' valley metropolitan area has more than 200,000 individuals who can be classified as "Significantly Hard of Hearing," or SHOH. While these individuals have lost a bulk of their hearing, they speak well and do not use sign language. Mostly they function in society well, they blend in as an ordinary customer - in other words, they do not "look" disabled.

Hearing loss is an invisible disability. This is why business owners need to educate their employees and make their businesses accessible to a person with a hearing loss if they want to capture this niche market, which is growing rapidly as the boomer generation ages. It's easy to see why a person with hearing loss would become a loyal customer once one understands the psychological issue combined with the physical issue of not being able to hear. He or she wants to be a customer of a business that is attuned to

*continued on page 28*



## Let the Chamber bring Las Vegas into FOCUS

In November, participants in Focus Las Vegas get an insider's look at what's happening now in Southern Nevada. Attendees will get a sneak peek at City Center, The Smith's Center for the Performing Arts and the Lou Ruvo/Cleveland Clinic before they open. The Las Vegas Convention and Visitor Authority will provide tourism trends and the impact on economic growth. Additionally, you will get information on the upcoming Governor's race for 2010 and much more...

Focus Las Vegas is a cost effective and efficient way for both new residents and recently-promoted professionals and their spouses and partners to gain the insight they need to successfully navigate and do business in Southern Nevada.

Chamber members get a \$150 discount if you register before October 15.

**Focus  
Las Vegas**

Relocating is always difficult. Adjusting to a new job, new co-workers

and new surroundings can be hard enough on your new executives without added complications on the home front. Spouses and partners face adjustments of their own. Getting comfortable with a new city, making friends and establishing ties within a new community can be daunting.

The Las Vegas Chamber of Commerce recognizes your new executives and their spouses and partners need to begin making connections and establishing a network with the community quickly to make them successful and effective. Attending Focus Las Vegas is a great way to get both executives and their significant others invested and engaged with the local community.

Call today to find out how your new executive and spouse can attend this great program and begin making connections in our local community. Special discount available through October 15.

Focus Las Vegas is a concentrated executive enrichment program for individuals who are committed to making Las Vegas a strong and thriving community. Participants enjoy an accelerated, two-day integration into and understanding of the inner workings of the Las Vegas Valley.

The Focus Las Vegas sessions will be held Tuesday November 3 and November 10, 2009, at the EMBARQ® Business and Conference Center at the Las Vegas Chamber of Commerce. For more information contact Member Services at 702.641.5822 or go to [www.lvchamber.com/programs/focus](http://www.lvchamber.com/programs/focus). ■

The Las Vegas  
Chamber of Commerce Presents

# Preview 2010

*Engage. Evolve. Emerge.*

## Save the Date!

### Thursday, January 28, 2010

Thomas & Mack Center - Cox Pavilion



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## Industry experts weigh in on future of renewable energy in Nevada

**R**enewable energy in Nevada has a number of often debatable elements. The Las Vegas Chamber of Commerce asked two industry-savvy members to weigh in on what are anticipated to be leading issues on the renewable energy front in 2010 and beyond.

### Kevin Carr, Siemens Energy

I am not an employee of NV Energy. Rather, they are a customer of Siemens. Therefore, this is my basic interpretation of the current situation as a vendor that is part of the industry.

The Nevada Legislature continues to pass legislation that requires that the local regulated utility, NV Energy, increase the percentage of renewable power generation that it provides to its customers, typically in the form of wind, solar, or geothermal power. The renewable requirement that NV Energy must meet is the RPS, or Renewable Portfolio Standard. The RPS is defined as the percentage of total retail kilowatt hour sales that NV Energy must provide through renewable power generation.

The new RPS guidelines require that 20 percent of NV Energy's total retail kilowatt-hour sales be provided by renewable sources by 2015. Then, the renewable portfolio standard increases to a requirement of 25 percent of total retail kilowatt hour sales from renewable generation sources by 2025. It's important to mention that there is a provision that enables NV Energy to meet up to 25 percent of the RPS requirement through conservation and efficiency

plants. This then has very controversial ramifications in terms of the rates that consumers will pay for their power as the legislature continues to increase the requirement for renewable generation sources in Nevada.

Renewable sources are generally more expensive. My understanding is that the renewable growth is being, to a large extent, subsidized at this time in order to make it more competitive. Of course, when the assistance runs out or is discontinued, there is a lot of concern that the rate payer will take a huge hit financially. Unfortunately, some are concerned that these types of ramifications are not being communicated or discussed openly enough at this point.

### Emily Huffman, NV Energy

NV Energy is strongly committed to both large and small-scale renewable energy developments. We currently have contracts for more than 500 megawatts of renewable energy. We also are investing directly in new company-owned renewable projects.

In 1997, Nevada became one of the first states to set a standard for investor-owned electric utilities to generate power from renewable resources. The legislature-mandated Renewable Portfolio Standard has been increased several times since then, and is one of the country's most aggressive. It calls for continually increasing the percentage of renewable energy in NV Energy's supply mix. In 2008, NV Energy was able to meet the Standard. As the Standard increases, the company has plans to bring on more renewable projects

so that renewable energy will make up at least 25 percent of power sold to customers by 2025. Currently, 27 renewable energy plants help power NV Energy customer needs. Those renewable plants include a wide range of geothermal,

solar, wind, waste heat recovery, hydro and biomass sources.

improvements to the existing system, as opposed to adding new renewable generation sources.

As a result of this aggressive increase in renewable requirements, NV Energy is going out to the market twice a year to solicit offers from renewable energy developers for renewable projects. As of this year, the legislature is also enabling NV Energy to purchase renewable power from a renewable source located outside of the state of Nevada in order to meet RPS requirement. What this all amounts to is a steep increase in the reliance of renewable power generation sources in Nevada, and an overall decline in the reliance and use of the existing fossil fuel power



NV Energy is a leading renewable energy provider. Across the nation, NV Energy ranks 1st in geothermal watts per person and 3rd in solar power capacity. Three new geothermal plants totaling 120 megawatts are under construction, adding to the 200 megawatts already in operation. The 64 megawatt Nevada Solar One plant is the largest solar energy facility built in the last 15 years, and the 14 megawatt Nellis plant is the largest photovoltaic solar facility in the Western Hemisphere. In partnership with RES Americas, NV Energy is co-developing a 200-megawatt wind project near Jackpot, Nevada. Called the China

*continued on page 28*



1909 **1910**



**A**ugust 16, 1909, Buol opens Peter Buol's Real Estate and Insurance Company. One year later, Buol is elected Mayor and hires William Pike to run the agency.

1916 **1920**

**E**rnle Cragin joins William Pike as a partner. When Peter Buol leaves Las Vegas, they take over operation of the agency to form Cragin & Pike.

1924

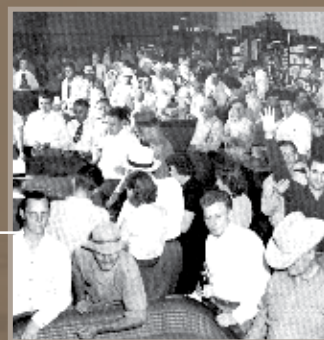
**C**ragin & Pike Insurance Agency becomes a member of the newly formed Las Vegas Chamber of Commerce. The company is the oldest continuous member of the organization.

1931 **1930**

**E**rnle Cragin joins the committee to organize Helldorado, a western event that helps put Las Vegas on the map.



**N**evada legalizes gambling on St. Patrick's Day. Cragin & Pike insures the town's first gaming establishments. Congress approves funds to build Hoover Dam.



1937

1939

**E**rnle Cragin is elected Mayor of Las Vegas. He serves three terms.

**1940**

1946



**B**enjamin "Bugsy" Siegel opens the Flamingo Hotel on what is now known as "The Strip".

1951

**1950**

**A**tomic bomb testing begins 100 miles north of Las Vegas.



1959

**1960**

**A**s Cragin & Pike prepares to celebrate their 50th Anniversary in Las Vegas, Ernle Cragin dies suddenly.



**T**he Beatles appear at the Las Vegas Convention Center on August 20, 1964.

1964

1969

**1970**



**A**s Howard Hughes buys the Desert Inn and Sands, Cragin & Pike turns 60.

**C**ragin & Pike pays its most unusual automobile claim when Frank "Lefty" Rosenthal's Cadillac explodes on East Sahara.



1982

**1980**

**T**he UNLV Runnin' Rebels win the NCAA National Basketball Championship. Tom Kerestesi is named president of Cragin & Pike.



1990

**1990**

**A**t 90, Cragin & Pike is honored by U.S. Senator Richard Bryan as the 2nd oldest company in Las Vegas. Cragin & Pike adds the Risk Management department.



1999

**2000**



2009

**C**ragin & Pike celebrates 100 years of serving Las Vegas.



2603 W. Charleston Boulevard  
Las Vegas, Nevada 89102  
702-877-1111 | [www.cragin-pike.com](http://www.cragin-pike.com)

## “Go Ahead – Get a Life!” Keys to Finding the Balance in Your Life”

**D**o you feel like you're on a never-ending treadmill with little balance in your life? The Las Vegas Chamber of Commerce October 7 Business Education Series (BES) will help you learn how to relax and reprogram in today's chaotic world. Betty Mahalik, a veteran life and business coach, will help you gain perspective on exactly what balance is and isn't and how to find the right balance between your work and your life.

### Business Education Series

Betty Mahalik

Wednesday, October 7

Program: “Go Ahead – Get a Life!” Keys to Finding the Balance in Your Life

If you've ever felt like the plate juggler at the circus, then this BES program is for you! Betty Mahalik will teach you:

- How to identify and eliminate your energy drains
- How to prioritize your activities around what's most important rather than what's most urgent
- Keys to bringing greater harmony, peace and enjoyment to your life
- How to use technology to calm you down, rather than speed you up



Betty Mahalik

**Location:** EMBARQ® Business and Conference Center at the Las Vegas Chamber of Commerce, 6671 Las Vegas Blvd. South, Ste. 300 at Town Square

**Time:** Registration & Breakfast: 7:00 – 7:30 a.m.  
Program: 7:30 – 9:00 a.m.  
Networking: 9:00 – 9:30 a.m.

**Cost:** \$35 per member with prepaid registration  
\$50 per non member with prepaid registration  
\$5 additional for all week of event  
\$55 for all walk-ins

To register: [www.lvchamber.com](http://www.lvchamber.com) or call 702.641.5822.

**Q.** How difficult is it in today's stressful economy to maintain a work/life balance?

**A.** “It's more stressful not only in today's economy, but given our 24/7 lifestyles and communication devices, we often have the feeling that we're always ‘on call.’ That's why I advocate that people create clear boundaries around their time. Decide when to turn it all off. Have ‘sacred’ time where you are not available. Put yourself on the ‘to do’ list and don't allow someone else's priorities to automatically be yours. We have to teach people when they can have access to us and when we're unavailable.”

**Q.** What are the most common obstacles people face in trying to establish and maintain a harmonious lifestyle at home and at work?

**A.** “Trying to do too much, and that goes for children's activities. There is research that shows children who are over-programmed and over-scheduled eventually push back. They want to be kids and have free time. The 80-20 rule applies here: 80 percent of the benefits in your life derive from 20 percent of the activities you do. What are your ‘top 20 percent?’

Another obstacle is not being able to say ‘no’ - thinking that if I don't say ‘yes’ someone will think less of me. It's much

better to say, ‘No, I am not able to take that on right now’ than to say ‘yes’ and drag through the project resenting every second of it. As someone has said, ‘no’ is a complete sentence. When someone asks if you can take on a new project or chair a committee, get in the habit of saying, ‘I really need to check my schedule and see if that is going to work.’ That buys you time to consider if this is the right activity for you to take on at this time. I also recommend doing an annual audit to analyze if the organizations and activities you're involved in still fit your values. Just think about it: If you eliminate one activity that takes two hours a week, that adds up to more than 100 hours a year. What could you do with an extra two hours a week?

Also, there's thinking you have to do everything yourself - usually a thin disguise for perfectionism or being a control freak. You DON'T have to do everything yourself. If you're self-employed and don't enjoy doing invoices or keeping the books, hire someone who loves that kind of work. Most likely your time is worth more than the \$30-\$40 an hour you might pay, say a virtual assistant, so the ‘investment’ will pay off. If you work 8-5 and have activities that leave little time for house-cleaning, either delegate (and train) children if you have them, or hire professionals to assist you.”

**Q.** How can people “de-stress” and find harmony in today's often stress-provoking world?

**A.** “It's essential to have a ‘personal self-care’ strategy that you practice consistently. Stress experts advise that you have three types of stress-management strategies, based on the premise that it's not the stress that's damaging - it's the lack of recovery time. If we allow no recovery time, we eventually suffer illness, depression or other problems.

We need short-term recovery activities that we do on a daily basis: exercise, meditation, walking, journaling, being with friends, etc. Medium-range recovery includes weekend recreation, hobbies and activities you can do just for the fun of it. Finally, the long-range recovery activities are the vacations. It always amazes me when I coach clients to hear their answers to these questions:

- What do you do everyday just for you?
- What do you do for fun or to relax?
- When was the last time you took a real vacation, without dragging along the crackberry, laptop or other ‘electronic leash?’

As adults, we have to take the initiative to do these things. No one will give us permission.”

To register for the Chamber's upcoming BES session, go to [www.lvchamber.com](http://www.lvchamber.com) or call Member Services at 702.641.5822 ■

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## Beware of metal thieves targeting Valley



### Metal theft

**B**eware of a new target on businesses: metal theft from construction yards and construction sites. The Las Vegas Metropolitan Police Department (LVMPD) Construction Theft Detail has two detectives currently investigating the issue, including criminal investigations with regular inspections of local recycle yards. The LVMPD is also partnering with agencies in California and other states to get the word out on stolen material.

According to the LVMPD, one of the biggest issues for the department is the ability to identify stolen material brought into a recycle yard. Common materials often include:

- Air conditioning coils
- Copper condensation lines
- Copper tubing
- Pool heaters

These materials can be difficult to identify due to their common appearance; however the LVMPD urges that when marked, these items have the ability to be traced back to an owner. A common approach is to mark with spray paint in two or more colors. If a theft occurs, these colors can be noted in the crime report and, thus, can be used to locate the material.

If you need any further information regarding this or any other programs by the LVMPD Construction Theft Detail, please call 702.828.3574. ■

## Nevada Secretary of State's office taking over business licensing functions

**E**ffective October 1, 2009, Nevada Secretary of State Ross Miller's office will be responsible for issuing the State Business License. The business license is required of all entities who are conducting business in this state.

The 2009 Legislature approved AB 146, which transfers the authority to issue annual State Business Licenses and collect the State Business License fee from the Department of Taxation to the Secretary of State. Secretary of State Ross Miller says his goal is to make Nevada the gold standard for business services in the country.

"The consolidation of the business license program with the other services my office provides is the first step toward creating an online portal service like no other state offers," Miller said. "We will be reaching out far and wide into the business community to let them know of these improvements. We look forward to better serving Nevada businesses."

The change in the administration of the State Business License will enable businesses to apply, pay the license fee, and be issued a state business license online at [www.nvsos.gov](http://www.nvsos.gov). Online payment options will be expanded to include debit card, e-check, credit card or a trust account. Business entities formed under Title 7 of the Nevada Revised Statutes that are required to file an Initial or Annual List of officers will file for their annual State Business License at the time the Annual List is filed. The business' annual \$200 business license fee may be prorated based on when their current State Business License expires. Other businesses, such as sole proprietorships and partnerships, will file with the Secretary of State for a renewal of their existing license no later than the date of expiration or apply for a license when they begin conducting business in Nevada.

For more information, call 775.684.5708 or visit [www.nvsos.gov](http://www.nvsos.gov). ■

## Tourism-friendly bill gaining ground

**T**he Nevada-friendly Travel Promotion Act is finally gaining some traction, thanks in large part to current and former Nevada lawmakers, most notably United States Senators Harry Reid and John Ensign, and former Congressman Jon Porter. The bill passed a procedural hurdle in the U.S. Senate mid-September and is expected to be taken up by the House later this year. The bill

would create a government agency to promote the United States abroad, and would be funded by a \$10 per-person fee for visitors entering the country. Provisions of the bill would provide a much-needed boost to Nevada's tourism industry.

For more information visit [www.lvchamber.com](http://www.lvchamber.com) or call Government Affairs at 702.641.5822. ■



# Chamber's new "Green Roots" initiative encourages and supports business conservation efforts

**W**ant to be "greener," but unsure of how to go about making your business more environmentally-savvy without a lot of time and expense?



The Las Vegas Chamber of Commerce is introducing a new tiered program, "Green Roots," that gives members the tools and resources to launch, cultivate and expand the green efforts of their businesses. You

can start slow or accelerate your green pace with this self-audited program. Here's how it works:

- Green "levels" have been established, starting with easy, low or no-cost steps that any business of any size can accomplish. Members are encouraged to complete at least 80 percent of all applicable level items.

- All important terms for each level item are defined.
- All resources for how to achieve each item are provided as a "one stop shop" for the convenience of our members.
- Level items with potential rebates or incentives are indicated with a dollar sign.
- Members can document their progress through online forms. Members who complete each level will be listed in a special "Green Roots Business" category and will get an appropriate Green Roots Level icon as recognition next to their company listing in the Chamber's online directory.

This new program is designed to help Chamber members save money, become good corporate stewards, and contribute to the overall environmental health of Southern Nevada.

For more information on how you can be involved, visit [www.lvchamber.com/programs/green](http://www.lvchamber.com/programs/green) or contact Lauren Boitel at 702.586.3893. ■

## Save 10-30% on your processing fees



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Call Les Harris at Heartland Payment Systems, 702.982.5838 to provide a free no obligation analysis of your statement for credit card and or e-mail at [leslie.harris@e-hps.com](mailto:leslie.harris@e-hps.com) or [www.heartlandpaymentsystems.com/leslieharris](http://www.heartlandpaymentsystems.com/leslieharris).

**Las Vegas** Chamber of Commerce

# Home Alone: Do you have what it takes to be a home-based business owner?

By Dave Archer, CEO, NCET - Nevada's Center for Entrepreneurship and Technology

**D**id you know that in a recent Census poll, more than 10 percent of Nevadans indicated they are self-employed? Self-employment, and the advent of home-based business, is growing nationwide, and as a business-friendly, entrepreneurial-minded state, Nevada is leading the way. Over the next few months I'll be sharing some insight into what it takes to launch, run and grow a successful home-based business. This installment will serve as a self-assessment. Do you have what it takes?



Probably one of the most challenging things for an aspiring small business owner to do is to conduct an honest self-assessment. This is a crucial part of your pre-start-up agenda. It's not enough that you have a great idea. Start by asking yourself the following:

**Are you a self-starter?** You really need to think hard about this one. Can you truly set an agenda for yourself every day to complete

the necessary tasks at hand without anyone else holding you accountable? If you think being a home-based business owner means working sporadically and never getting out of your pajamas, think again; most successful home-based business owners log many more hours than they ever did at a traditional job.

**Are you happy working alone?** Working in a quiet home office may seem like a dream come true at first, but if you're a people-person and thrive on outside stimuli, you may feel isolated working alone. You can temper the isolation by joining trade and networking groups, but it's important to consider whether you'll really miss the break room chats and cubicle mates.

**How strong is your financial picture?** Many home-based businesses today are being founded by people who have been down-sized, laid off, or forced from retirement due to dwindling portfolios. While a home-based business helps you avoid traditional costs associated with renting office space, you will still incur start-up and operating costs, and it may take some time before you start seeing a steady stream of income. If your finances get into trouble,

you face a double-whammy: you could risk losing both your home, and your business. A carefully thought-out business plan and budget is an essential pre-startup tool.

**Do you have the space available to conduct a professional enterprise?** One of the toughest things home-based business owners face working from home is in keeping their business and personal lives separate. This means having dedicated office space, specified work hours, and having a plan for handling distractions, such as children, pets and everyday household responsibilities. Also, if you'll be meeting clients or vendors, you'll have to ensure this is permissible in your neighborhood.

**Do you envision having employees work for you, or clients visit you at your home office?** If this is something that's a strategic part of your overall business plan, you need to make sure you consider zoning, insurance and neighborhood association rules. Far too many home-based businesses have been thwarted when they launch their business, only to learn they must severely limit foot and vehicle traffic and on-site parking to comply with local zoning rules and regulations. You will also want to check your homeowners' insurance policy as to what kind of liability coverage you need when having clients or employees in your home.

**Can you wear more than one hat at a time?** Most small business owners juggle multiple responsibilities, some of which may not be your strong suits. As a sole proprietor, you'll likely start out being responsible for tasks including billing, accounting, inventory, sales and customer service, in addition to the everyday business operations. If you don't feel qualified to assume all of these roles, factor in the costs associated with out-sourcing these key responsibilities.

**Do you have a Plan B?** In today's economy, it's not enough to have one contingency plan; you need several. Many home-based business owners launch and grow their businesses while they're still employed by someone else. This approach serves as a safety net, providing you with essentials such as a steady income, health insurance and retirement benefits – all things you'll need to provide for yourself when you become self-employed.

*NCET, Nevada's Center for Entrepreneurship and Technology, helps Nevadans start and grow businesses and connects them to the resources they need to succeed. Visit [www.NCET.org](http://www.NCET.org) for more information. ■*

# Create a “human firewall” and protect your data

By F. Gary Alu, CISSP

**T**he rapid evolution of social engineering has made it impossible to protect our information assets with technology solutions, security policies, and operational procedures with one single solution. Deployment and management of technology can go a long way toward protecting data as it moves in and out of our organization over the private and public network but can do little to prevent social engineering (Phishing and Pharming) exploits. Just as we educate our people regarding the correct and safe use of building access controls, we must also bring them up-to-speed on cybersecurity for the workplace and home. Education is the first step to establishing a security-aware community and building a “Human Firewall.”



So where do we start? Begin with small steps to make sure there is a genuine transfer of knowledge. Technology discussion can quickly go off to the complex path and you may find yourself alone in the discussion.

First employ best practices with regard to passwords, the simple mechanism we all employ to safeguard access to our data. Unfortunately we tend to take the “simple” too seriously. We avoid complex passwords because it is annoying or difficult to remember. The name of our dog or birthday of a close relative is just not a good policy. We also have a tendency to use the same password on everything and never change it. Take passwords seriously and give some thought to how and when they are used. Don’t make passwords easy to guess, don’t share them with others, and change them often.

Then, educate your employees with some simple guidelines to safe browsing. Look for indications on browsers that show they have a secure connection. Look for a small icon of a closed padlock. Consider adding extended validation software in place that turns the URL field “green” when the connection is secure.

Passwords and better understanding of browser security are just a starting point. There are some outstanding resources available for IT professionals, business owners and your staff.

Use the links below for more information:

- Education – <http://www.educase.com>
- Business and Family – <http://www.staysafeonline.org>
- Business and Professional – <http://us-cert.gov>, <http://www.antiphishing.org> or <http://www.verisign.com>

October is National Cyber Security Awareness Month – Be Aware and Be Safe! ■

## Let the Chamber bring Las Vegas into Focus



Get information on the upcoming political issues and cultural events shaping the Las Vegas community.

**Focus Las Vegas** is a cost effective, efficient way for new residents, recently-promoted professionals and spouses and partners to gain insight they need to successfully navigate the workings of this unique city.

Special discounts available if you register before October 15.

The Focus Las Vegas sessions will be held on Tuesday, November 3 & 10

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Call 702.641.5822, or go to [www.lvchamber.com](http://www.lvchamber.com) for more information.





# October Chamber Events

1

## Green Initiative 3rd Quarter Sustainability Café *FREE Mini Green Expo*

**When:** Thursday, October 1  
**Time:** 4:00 - 6:00 p.m.  
**Location:** EMBARQ® Conference Center at the Las Vegas Chamber of Commerce  
 6671 Las Vegas Blvd. South, Ste. 300 at Town Square  
**Details:** Take advantage of a brand new benefit at the Chamber! The Chamber Green Roots program is a one stop resource for increasing the sustainability of your business. Walk through the member tables at this mini green expo and get first hand, face-to-face, practical advice on how you can achieve a green business designation, increased exposure and recognition in the Chamber's online membership directory through participation in Green Roots. RSVP by calling 702. 641.5822 or Lauren Boittel at 702.586.3839

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6

## Business Survival: Are You Ready for the Red Flags Rule? *FREE Seminar*

**When:** Tuesday, October 6  
**Time:** 8:00 - 8:30 a.m. Registration & networking  
 8:30 - 9:30 a.m. Program  
**Location:** EMBARQ® Conference Center at the Las Vegas Chamber of Commerce  
 6671 Las Vegas Blvd. South, Ste. 300 at Town Square  
**Details:** The new federal Red Flags Rule will affect the way virtually all businesses interact with consumers and with each other. The new regulation, set to go into effect November 1, 2009, will require companies to prepare and implement written plans to combat identity theft. Las Vegas attorney Chris Mathews of Lionel Sawyer & Collins will explain the new rule and strategies for implementing it into your business. RSVP by calling 702. 641.5822 or register online.

**LIONEL SAWYER & COLLINS**

7

## Business Survival: Counseling Sessions Presented by the Chamber and SCORE *FREE one-on-one help sessions*

**When:** Wednesday, October 7  
**Time:** Appointments available at 9:00, 10:00, 11:00 a.m. or 1:00, 2:00 & 3:00 p.m. (one member per session)  
**Location:** EMBARQ® Conference Center at the Las Vegas Chamber of Commerce  
 6671 Las Vegas Blvd. South, Ste. 300 at Town Square  
**Details:** SCORE counselors will be on hand to provide FREE one-on-one help sessions exclusively for Chamber members. Expert business professionals will help you assess your business concerns and provide you with the advice, tools and resources you need to keep your business operating during this slow economy. There is no charge for this service, though an appointment is required. Call Member Services at 702.641.5822.

**SCORE**

7

## Business Education Series

**When:** Wednesday, October 7  
**Time:** 7:00 - 7:30 a.m. Registration & breakfast 7:30 - 9:00 a.m. Program  
 9:00 - 9:30 a.m. Networking  
**Location:** EMBARQ® Conference Center at the Las Vegas Chamber of Commerce  
**Speaker:** Betty Mahalik  
**Program:** Go Ahead-Get a Life! Keys to Finding Balance in Your Life  
**Details:** If you've ever felt like the plate juggler at the circus, then this BES program is for you! During this presentation Betty Mahalik, a veteran life and business coach, will help you gain perspective on exactly what balance is and isn't and how to find the right balance between your work and your life. \$35 for members with a guaranteed prepaid reservation, \$50 for non members with a guaranteed prepaid reservation, \$55 for all walk-ins. Additional \$5 for week of event. RSVP by calling 702. 641.5822 or register online at [www.lvchamber.com](http://www.lvchamber.com)

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8

## Member-to-Member Marketing Expo

**When:** Thursday, October 8  
**Time:** 4:00 - 6:00 p.m.  
**Location:** EMBARQ® Conference Center at the Las Vegas Chamber of Commerce  
 6671 Las Vegas Blvd. South, Ste. 300 at Town Square  
**Details:** Take advantage of this exceptional opportunity to learn more about how the Chamber works for you. In addition to providing information about Chamber programs and benefits, this event is open to members who would like to showcase their products & services to other members via table-top displays. Table top displays available for \$100. RSVP by calling 702. 641.5822 or register online at [www.lvchamber.com](http://www.lvchamber.com). Hosted by Las Vegas Chamber of Commerce Navigators.

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**CI B**  
 Chamber Insurance & Benefits, LLC

8

## Vegas Young Professionals (VYP) Free Excursion

**When:** Thursday, October 8  
**Time:** Group 1: 11:00 a.m. - 1:00 p.m., Group 2: 3:00 p.m. - 5:00 p.m.  
**Location:** Zappos, 2280 Corporate Circle, Ste. 100, Henderson, 89074  
**Details:** Join VYP for a behind the scenes look at the Zappos.com headquarters! We will have two sessions, each complete with an exclusive discussion with the Zappos insights team. Cost for this event is **FREE!** RSVP Required, VYP members only. [www.vegasymp.com](http://www.vegasymp.com), or call Joanna at 702.735.2196.

Hosted by:

**Zappos**

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12

## Vegas Young Professionals (VYP) Toastmasters

**When:** Monday, October 12  
**Time:** 5:30 - 6:00 p.m. Check-in & networking  
 6:00 - 7:00 p.m. Meeting  
**Location:** The Platinum Hotel, 211 E. Flamingo Rd.  
**Details:** Exceptional communication skills are vital to success in the business world. VYP has created a Toastmasters group for its members to aid in the development of speaking, presentation and leadership skills. Open and free to all VYP members and guests. Email [vyp@lvchamber.com](mailto:vyp@lvchamber.com) if you plan to attend. RSVP is appreciated.



Hosted by:

**PLATINUM**  
 HOTEL & CASINO  
 211 E. FLAMINGO AVE.  
 LAS VEGAS, NV 89119

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13

## Financial Seminar

### How To Do Business with Clark County

**When:** Tuesday, October 13  
**Time:** 8:00 - 8:30 am check in  
 8:30 - 10:30 a.m. program  
**Location:** EMBARQ® Conference Center at the Las Vegas Chamber of Commerce  
**Details:** Learn how to increase your revenue by learning how to do business with Clark County. This informative session is designed to give you tools and information to help you navigate the bid process and potentially help you increase your sales by doing business with Clark County. This event is for Chamber members only. Cost: \$20 per person.

Sponsored by:

**CI B**  
 Chamber Insurance & Benefits, LLC

**ADP**

13

## Business Survival: Legal Solutions

### Presented by the Chamber and Holland & Hart *FREE one-on-one help sessions*

**When:** Tuesday, October 13  
**Time:** Appointments available at 6:00-6:50 p.m. & 7:00-7:50 p.m. (one member per session)  
**Location:** EMBARQ® Conference Center at the Las Vegas Chamber of Commerce  
**Details:** Attorneys from Holland & Hart's Las Vegas office will be available to provide free legal counseling to Chamber members on a variety of topics. There is no charge for this service, though an appointment is required. Call Jeanette Ratcliffe at 702.586.3843.

**HOLLAND & HART**



#### RSVP Policy

The Chamber has an RSVP policy that encourages early registration for popular programs and allows our event partners adequate time to prepare for functions. Any reservation made the week of an event will now be subject to a \$5 surcharge. If you have any questions or concerns regarding this policy, please call 702.641.5822

## Chamber Voices Toastmasters

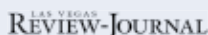
When: [Wednesday, October 14](#)  
Time: 10:30 - 10:45 a.m. Check-in & networking  
10:45 a.m. - Noon. Program  
Location: [EMBARQ® Conference Center at the Las Vegas Chamber of Commerce](#)  
6671 Las Vegas Blvd. South, Ste. 300 at Town Square  
Details: Looking for a way to improve your communication skills in both your personal and professional life? Membership in Toastmasters is just \$45 every six months. There is no charge for guests.



## President's Club and Board of Advisors Mixer

When: [Wednesday, October 14](#)  
Time: 5:30 - 7:30 p.m.  
Location: [Las Vegas Review Journal](#)  
111 W. Bonanza Road, 89125  
Details: President's Club and Board of Advisors members include the top executives and decision makers for their companies and are the two highest levels of Chamber membership. Take a tour of the printing press facilities and mingle in the "Tree Room" among massive rolls of paper. Mixers are by invitation only. RSVP is required to attend this event.

Hosted by:



## Vegas Young Professionals (VYP) Workshop Yoga, Wine & Chocolate



When: [Monday, October 19](#)  
Time: 6:00 - 8:00 p.m.  
Location: [Yoga Sanctuary](#)  
7915 W. Sahara Ste. 101, Las Vegas, 89117  
Details: Join VYP for a stress relief workshop, combining beginner yoga and breathing exercises. Enjoy a wine tasting following the workshop if you plan to attend. Cost is \$20 per person, \$35 non members and walk-ins. For more details on how to register, visit the event page at [www.vegasymp.com](http://www.vegasymp.com).

Hosted by:



## Business Survival: Funding Workshop Presented by the Chamber and SCORE

When: [Tuesday, October 20](#)  
Time: 8:00 - 8:15 am Registration  
8:15 - 10:15 Program  
10:15 - 10:45 am Networking  
Location: [EMBARQ® Conference Center at the Las Vegas Chamber of Commerce](#)  
Details: Alternatives to standard Bank Loans are used to start and grow businesses. SCORE will discuss alternative money sources and changes to SBA programs. Loan standards and the banks' ability and desire to provide loans are changing - find out how to approach the banks currently lending. RSVP by calling 702.641.5822 or register online at [www.lvchamber.com](http://www.lvchamber.com)



## TBAN October Luncheon

When: [Wednesday, October 21](#)  
Time: 11:45 a.m. Registration & networking  
Noon - 1:20 p.m. Lunch & program  
Location: [Cili Restaurant & Bar](#)  
5160 Las Vegas Blvd South at Bali Hai Golf Club  
Details: Cost is \$35 for prepaid reservations and \$45 for walk-ins. RSVP by calling 702.586.8689 or visit [www.tban.us](http://www.tban.us).



# 22

## Financial Seminar

### Budgeting & Cash Flow Management for Nonprofits

When: [Thursday, October 22](#)  
Time: 8:00 - 8:15 am Check in and networking  
8:15 - 9:30 am Program and discussion  
Location: [EMBARQ® Conference Center at the Las Vegas Chamber of Commerce](#)  
Details: This course is designed to help leaders of nonprofit organizations create budgeting and accountability processes that will guide their staff into achieving optimal results. Cost: \$20 per person. \$35 non-members and walk-ins.

Sponsored by:



# 23

## Customer Service Excellence Luncheon

When: [Friday, October 23](#)  
Time: 11:00 am Gold Check-in,  
11:30 am Check in, 12:00 - 1:15 Program  
Location: [The Rio All Suite Hotel & Casino](#) 3700 W. Flamingo Rd.  
Details: Recipients of the Customer Service Excellence (CSE) award will be recognized for their superior levels of service. By invitation only, this complimentary event is open to CSE recipients and their guests. For more information on CSE, visit [www.lvchamber.com/cse](http://www.lvchamber.com/cse).

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# 26

## Vegas Young Professionals (VYP) Toastmasters

See October 12 for time, location and details.

# 27

## Business Survival: Legal Solutions

*FREE one-on-one help sessions*

See October 13 for time, location and details.

# 28

## New Member Breakfast

When: [Wednesday, October 28](#)  
Time: 7:00 - 7:30 a.m. Registration & networking  
7:30 - 9:00 a.m. Program  
Location: [Ricardo's Mexican Restaurant](#)  
4930 W. Flamingo Rd.  
Details: Learn more about how to make the most of your Chamber membership by attending a New Member Breakfast. This complimentary event, hosted by the Chamber Prospectors, and is by invitation only.

Hosted by:



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Audio visual provided by:



# 28

# 29

## Chamber Voices Toastmasters

See October 14 for time, location and details.

## Vegas Young Professionals (VYP) Fusion Halloween Mixer



When: [Thursday, October 29](#)  
Time: 6:00 - 8:00 p.m.  
Location: [TBD](#)  
Details: Mix and mingle VYP-style at this month's Fusion Mixer! Enjoy complimentary appetizers and great drink specials, while networking with more than 100 fellow young professionals. Cost is \$10 per VYP member; \$15 per non-member. Online registration at [www.vegasymp.com](http://www.vegasymp.com), or call Joanna at 702.735.2196

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## President's Club

## Spotlights

## Board of Advisors Spotlights



President's Club Member

**Jim Chaisson, Jr.**  
**Market President**  
**Desert Automotive Group**

A Las Vegas native, Jim Chaisson, Jr. has been in the car business all his life – working his way from a porter, to Vice President of Chaisson Motor Cars and currently Market President of the Desert Auto Group. The Desert Auto Group consists of 11 dealerships including Desert BMW and Mini of Las Vegas, Desert BMW of Henderson, Desert Audi, Desert Volkswagen, Desert Toyota, Desert Honda, Desert Nissan, Desert Lincoln Mercury, Desert Buick GMC Pontiac, Desert Pontiac GMC Buick in the Valley Auto Mall and Desert Auto Group Collision.



President's Club Member

**Bob Linden**  
**President**  
**Shred-It Las Vegas**

Bob Linden has been a Las Vegas Chamber of Commerce member since 1999, when he started Shred-It Las Vegas. He is a President's Club member and is the 2009 president of the Chamber's Prospectors Board. Linden is past president of the Chamber's Business Council and has served on the Customer Service Excellence and Business Education Series Business Council committees. He also serves on the board and executive committee of United Way of Southern Nevada, where he chairs the Commitment to Education Community Impact Council.



President's Club Member

**Thomas J. McCartney**  
**President and Chief Executive Officer**  
**Planet Hollywood Resort & Casino**

Thomas J. McCartney is president and chief executive officer for Planet Hollywood Resort & Casino. A recognized leader in the casino and hospitality industry, McCartney has more than 25 years of experience, including the past 12 years with MGM Mirage in Las Vegas. McCartney graduated from Post University in Waterbury, Conn. with an A.S. degree in Hospitality Management. He is an active member of Meeting Professionals International (MPI) and is a member of the Starbucks National Advisory Board of Licensees.



President's Club Member

**Karla Perez**  
**CEO / Managing Director**  
**Valley Health System**

Karla Perez has worked in the Las Vegas health care community for nearly 20 years, beginning her career in 1983 as a medical record clerk at Valley Hospital. A wide range of responsibilities throughout her career has earned Perez 11 promotions in nearly 20 years, culminating with her being named Spring Valley Hospital's first CEO. Perez was named to the 2002 UHS Chairman's Council, a recognition reserved for the top CEOs in the company. Perez also received the 2002 March of Dimes Nurses' Choice Award.



**Chris Breed, CHA, RRP**  
**Southwest Regional Vice President**  
**Desert Rose Resort**

Chris Breed has more than 20 years in the vacation ownership and hospitality industry. She recently relocated to Las Vegas to oversee the operations of the Desert Rose Resort and its multi million-dollar renovation, which was completed in the first quarter of 2008. Breed serves on numerous committees and associations for Shell Vacations Club, and belongs to several local organizations.



**Randy J. Brown, CPA**  
**Director – Regulatory & Legislative Affairs**  
**AT&T Nevada**

Randy Brown is the director of regulatory and legislative affairs for AT&T. With more than 12 years of experience in the telecommunications industry, Brown is responsible for regulatory, legislative, governmental, and community affairs in Nevada. During his tenure with AT&T (formerly SBC), Brown has held management positions in accounting, finance, regulatory and government affairs. Brown is a member of the executive committee at the Children's Cabinet and the Reno Sparks Chamber of Commerce and former president of the University of Nevada Alumni Association.



**Richard T. Crawford**  
**Owner**  
**Green Valley Grocery-Corporate Office**

Richard "Rick" T. Crawford is the president and founder of the following privately held companies: Midjit Market, Inc., doing business as Green Valley Grocery, Crawford Oil, Inc., and Crawford Coin, Inc. There are currently 26 Green Valley Grocery stores in operation. Crawford Oil sells Shell Oil products to a rapidly growing base of independent dealers. Crawford Oil is the largest Shell wholesaler in Nevada. Crawford Coin, Inc. is a fully licensed slot route operator in Nevada, operating more than 200 gaming machines.



**Mark Dukes**  
**General Manager**  
**Red Rock Harley-Davidson**

Red Rock Harley-Davidson is the premier Harley-Davidson dealership featuring 104,000 square feet of Harley-Davidson motorcycles, merchandise, genuine parts and accessories. Red Rock Harley-Davidson is an authorized Harley-Davidson service center. Mark Dukes, general manager for Red Rock Harley-Davidson, has more than 24 years of experience in the motorcycle industry. He relocated to Las Vegas in 2005 to take the position of sales manager at Las Vegas Harley-Davidson and was promoted to general manager a year later. He now manages all operational functions of Red Rock Harley-Davidson.



**Mario C. Educate**  
**President/Owner**  
**On Stage Audio, Inc.**

Founded in 1985, On Stage Audio, Inc. (OSA) has offices in Chicago, Orlando, Las Vegas, and Detroit. OSA is a full-service sound and technical management company that specializes in corporate industrial shows, special events, and entertainment. OSA has been involved in many large-scale projects including Super Bowl halftime shows, NBA All-Star games, World Cup Opening Ceremonies and the Detroit Auto Show. OSA has also handled corporate shows for companies including General Motors, Ford, Chrysler, IBM, McDonalds, and Fox Broadcasting.





**Stefan Gastager**  
President  
Hofbrauhaus Las Vegas

Stefan Gastager visited Las Vegas in 2000 and decided to introduce high-quality Bavarian food, premium beer and coziness - "Gemütlichkeit" - to the country at a location that would appeal to tourists and locals. Partners Klaus Gastager, Franz Krondorfer, and Anton Sinzger spent three years making Hofbrauhaus a reality. They have created an authentic replica of the Munich Hofbräuhaus that was originally commissioned in 1589 by King William V.



**Douglas (Doug) P. Lea**  
President  
Quality Mechanical Contractors, LLC

Doug Lea is president of Quality Mechanical Contractors, LLC, one of the largest and fastest growing mechanical contractors in the nation. Quality specializes in plumbing, piping, industrial piping, HVAC and architectural metal. Lea has overseen projects such as Paris Las Vegas, Venetian Hotel, Green Valley Ranch, Caesars Palace, Palms Resort Casino and McCarran Airport. Current projects include MGM City Center Central Plant Design, World Market Center, and UNLV's Science Center.



**John Gerarde**  
General Manager  
Maggiano's Little Italy

John Gerarde takes pride in guest satisfaction at Maggiano's Little Italy. The St. Mary's University graduate has carried this passion through his work as a district manager for ARAMARK and as the director of food and beverage for Hilton Hotels. Overseeing every aspect of restaurant operations, Mr. Gerarde strives to create a culture of fun and support for his employees, while ensuring that every guest leaves Maggiano's Little Italy with an incredible experience.



**Richard MacDonald**  
Artist  
The Art of Richard MacDonald

Artist Richard MacDonald has achieved international distinction for his sculpture, paintings, and drawings, and has been the recipient of innumerable national and international awards. Celebrating realism and the expressive power of figurative sculpture, his work harnesses the sensuous physicality of humanity's heroic spirit. His gallery is located in the lobby of "O" in Bellagio.



**Bob Hoffman**  
Regional Manager  
Wells Fargo Wealth Management Group

Bob Hoffman is the regional manager of Wells Fargo Wealth Management Group in Southern Nevada. Previously, he had the same role running the Southern California Region. He has owned several companies including a publishing company, computer retailer and commercial development. Hoffman is a Life Underwriters Training Council Fellow and holds a bachelor's degree from California State University at Humboldt. He is involved in Three Square and is a former board member of the International Humanity Foundation.



**Teresa Malm**  
Vice President of Marketing  
Fitzgeralds Casino and Hotel, Las Vegas

Teresa Malm is a seasoned gaming industry executive who began her career at Harrah's Lake Tahoe where she implemented the casino industry's first bus loyalty program and oversaw the day-to-day operation of the players club, special events and direct marketing. Malm now manages all facets of marketing for Fitzgeralds Casino and Hotel and recently was appointed to the three-person Executive Committee which is responsible for the day-to-day operations of the casino and hotel.



**Corey Jenkins**  
President and COO  
SAVMOR Rent-A-Car

Las Vegas native Corey Jenkins, is President and COO of Jenkins Enterprises, a closely held group of holdings including: SAVMOR Car Rental, Master Lease Plan, CJG Investments and Dollar Rent A Car Utah. Jenkins is a graduate of Leadership Las Vegas, a member of the Nevada Bar Association, American Bar Association, Young Presidents' Organization; serves on the board of directors of World Spark, Advisory Board of Public Education Foundation, and is involved with Boys Town Nevada and Therapy Dogs Association. Jenkins also serves on the Las Vegas Chamber of Commerce Board of Trustees.



**Amy Meyer**  
President  
Paul E. & Helen S. Meyer Foundation

The Paul E. & Helen S. Meyer Foundation, formed in 1994, gives educationally based grants and scholarships to area students. Amy Meyer, granddaughter of the founders, became the foundation's president in 1999. Meyer's passion for disadvantaged and struggling youth led to the development of a new non-profit, the White Horse Youth Ranch (WHY Ranch), that will offer free riding lessons using rescued horses to help build self-esteem and give renewed hope to youth in Las Vegas.



**Larry Kifer**  
CEO  
Lilack, Inc.

Larry Kifer's prolific business career began at Central Telephone Company. He co-founded two publicly traded telecommunications companies: TIE/communications and Technicom International. In 1990, Kifer purchased the Algiers Hotel and served as chairman/CEO until its sale in 2004. He is a past chairman of the Board of Trustees for the Las Vegas Chamber of Commerce. Kifer also serves on the board of directors for both the Desert Community Bank and Golden Rainbow. He is the past chairman for the Make A Wish Foundation of Southern Nevada.



**Josh Miller**  
President  
KeyState Corporate Management

Josh Miller joined KeyState Corporate Management in 1993 and has served as president since 2004. KeyState provides corporate and captive management services in Nevada and Delaware. Josh received his BA in economics and foreign affairs from the University of Virginia. He serves on the boards of the Las Vegas Rotary and the Nevada Captive Insurance Association and is also involved in various community organizations in Southern Nevada.



**Amazing Grace Gallery** is proud to announce the grand opening of its Auction Event. The gallery is located at 6360 S. Pecos Rd., Suite 8, Las Vegas, NV 89120. Please venture into the gallery to find a collection of art paintings and collections from around the world. 702.451.6136



**Dyer's Gourmet Popcorn LLC** is proud to announce the grand opening of its flagship store located at 4075 S. Durango Dr., #105 A. Dyer's specializes in gourmet popcorn popped fresh daily. 702.629.2676 [www.dyerpopcorn.com](http://www.dyerpopcorn.com)



**Merryhill School**, part of Nobel Learning Communities, Inc., celebrated the opening of its newest location at 7605 Grand Teton. The preschool can accommodate up to 188 students, ages six weeks to kindergarten. This is the seventh Merryhill School in Nevada. 702.242.9477 [www.nobellearning.com](http://www.nobellearning.com).



**Montessori Visions Academy** is proud to announce the celebration of its 10 year anniversary. MVA is a private Montessori school for ages 2 ½ through 9th grade and is located at 3551 E. Sunset Rd. 702.451.9801 [www.montessorivisions.com](http://www.montessorivisions.com)



**Nevada Real Estate Services** is now Sellstate NRES. The corporate real estate office is located at 2879 St. Rose Pkwy., Henderson. It has two other offices in the valley with another coming soon. In addition, it has three offices in the Phoenix area and one in Reno. 702.450.2223 [www.sellstatenres.com](http://www.sellstatenres.com).



**The Las Vegas-Clark County Urban League** announced the opening of its second Women, Infants and Children's (WIC) Nutritional Education Center. The new facility is located at 2340 E. Tropicana, Suite 37 and will serve families in the Tropicana and Eastern communities of Southern Nevada.





**Griffith United Methodist Preschool** participated in an annual event to save our rainforest and endangered species. The children make and sell crafts to raise money and have adopted 99.92 acres of rainforest. The preschool accepts infants through preschoolers, an is located at 1701 E. Oakley Blvd. 702.382.7836 [www.griffithpreschool.org](http://www.griffithpreschool.org).



Suite Summer Nights event was celebrated on August 28 at the **Homewood Suites Henderson** in South Las Vegas. It is an extended stay branch of Hilton. Visit [www.hendersonsouth.homewoodsuites.com](http://www.hendersonsouth.homewoodsuites.com) or call 702.450.1045 for more information.



**Music Angels Foundation** Founder/CEO Diana Love and Director of Operations Ernie Love celebrate a ribbon cutting ceremony with Chris Wilson of the Las Vegas Chamber of Commerce. 702.689.1735 [www.offici almusicangelsfoundation.com](http://www.offici almusicangelsfoundation.com)



TAC, a global leader in HVAC, energy and security solutions, is now **Schneider Electric**. It is proud to announce a new location for its Las Vegas Branch at 5720 S. Arville St., Suite 108. 702.896.8300. [www.schneider-electric.com/buildings](http://www.schneider-electric.com/buildings).



**Kevin Kitchen Agency** from American Family Insurance is proud to announce the grand opening of its Las Vegas location. The agency is located at 4075 S. Durango Dr., #106, LV, NV 89147. It specializes in life, auto, home and commercial insurance. 702.823.4315 [www.kevinkitchen.com](http://www.kevinkitchen.com)



**Waddell & Reed Financial Advisors** is pleased to announce its new location in Summerlin at 9505 Hillwood Dr., Suite 150, LV, NV 89134. It is proud to serve as financial advisors to the Las Vegas community. 702.736.3656 [www.waddell.com](http://www.waddell.com)

## August 26 Membership Power Lunch with United States Senator Harry Reid



United States Senator Harry Reid speaks to Chamber members regarding state and national issues facing the business community.

Steve Hill, Chairman of the Board of Trustees of the Las Vegas Chamber of Commerce facilitated the question and answer session at the August Power Lunch with Senate Majority Leader Reid



Chairman Steve Hill and Mike Sexton of Nevada State Bank honor Circle of Excellence winner Doug Robinson of American Family Insurance and the Chamber's Navigator of the quarter Joan McEntyre.



## September 17 Biz E Awards Lunch

The Las Vegas Chamber of Commerce would like to thank Nevada State Bank for their exclusive sponsorship of the Small Business Excellence Awards, the BIZ Es and their continued commitment and dedication to the Las Vegas Chamber of Commerce.

NEVADA STATE BANK  
Member FDIC

Special thanks to Bob Inman, McCarthy Kaster CPA's, Ltd. for sponsoring the Centennial Award for Cragin & Pike Insurance at the BIZ Es and Planet Hollywood Resort & Casino that provided "Stay & Play" award packages to all the BIZ E winners including a (2) night stay at Planet Hollywood Resort & Casino, in a Hollywood Hip Room, (2) show tickets and (2) passes to the #1 Buffet in Las Vegas, the Spice Market Buffet.



Kristin McMillan of EMBARQ and incoming Chairman of the Board of Trustee for the Chamber and Kara Kelley, CEO/President, Las Vegas Chamber of Commerce present Mike Sexton of Nevada State Bank with an award for their 50 years of Chamber membership.



Non-Profit of the Year winner Dave Archer and Emily Sommerville accept the BIZ E for NCET, Nevada Center for Entrepreneurship and Technology.



Small Business of the Year honors went to Imagine Marketing of Nevada, Inc. DJ Allen of Imagine is joined by Mike Sexton, Nevada State Bank, Kristin McMillan, EMBARQ and Robyn Peot, Planet Hollywood Resort & Casino to receive their BIZ E.



Entrepreneur of the Year, Joseph Vassallo, Paragon Pools accepts his BIZ E from Kristin McMillan, Mike Sexton, Robyn Peot and Bob Inman.



Innovative Business of the Year honors went to Sandler Training. Steve Brooks of Sandler accepts the BIZ E from Bob Inman, Robyn Peot, Mike Sexton and Kristin McMillan.



Green Business of the Year at the BIZ Es went to Tangerine Office Systems. Edy Seaver accepts the BIZ E from Kristin McMillan, Mike Sexton, Robyn Peot and Bob Inman.



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Ben Jones

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James Bell

**American Sign Language Communication**  
Crystina Scott

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Jasmine Perez

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**Bauman Rare Books at The Shoppes at the Palazzo**  
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**Central Pay Phone Services**  
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Patricia Hartley

**Franks Fire Extinguisher**  
Frank Mitchell

**GetVegas.biz**  
Kurt Gilbert

**The Glass Company**  
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**Hand Center of Nevada**  
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**Headshots2u.com**  
Rodd Buckle

**Healthcore LLC**  
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**Henry Vincent Trading and Consulting LLC**  
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**Houldsworth & Company**  
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**Ideal Tobacco Wholesale, Inc.**  
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**Integra Realty Resources**  
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**Irwin L. Bomba, Rd.**  
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**Jasmine Signs**  
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**Logistics Advocates, LLC**  
Tom Fischbach

**Merli Concrete Pumping of NV**  
Stefan Merli

**Music Angels Foundation**  
Diana Love

**Nestle Toll House Cafe by Chip**  
Bharti Gupta

**Nevada Color Litho**  
Darlene Coop

**Nevada Corporate Communications**  
Dawn Merritt

**Nevada Nephrology Consultants**  
Jill Kvalsten

**North Valley Fellowship, Inc.**  
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**Ostler Homes Corporation**  
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**Phoenix Fire Protection, LLC**  
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**Phoenix Recycling Technologies**  
Elizabeth Sockwell

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Mark Zanders

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Sepang Design USA  
Carol Finnie

Serenity Quest Foundation  
Pam DeLaney

Sierra Mobile Park  
Susan Olmsted

Southern Nevada Pest Control  
Don Cumutt

Summerlin Jewelers  
Larry Minden

T. James Truman & Associates  
Tracy Truman

Taheri Chang, MD PC  
Joyce Chang

Ted's Marble and Granite  
Ted Nova

Therapy Management Group, LLC  
Robert Burns

Thor Electrical  
Lee Jones

The Tillerman Restaurant  
Karen Pollick

Tony's Pro Shop  
Anthony Fiorentini

Tracuity  
Delia Diaz

United Solar Energy Inc.  
Ron Ghatak

Veterans Security  
Meeghan Lennon

W & W Enterprises  
Bill Worden

Ted Wiens Tire & Auto Centers  
Kathy Mevius  
Carlos Rodriguez

WorldSource One, Inc.  
David Crowell

*Congratulations!*

What's the secret to long-term success in the Southern Nevada business community? Establishing long-term and personal relationships with other professionals. What's the most effective way to do that? Membership in the Las Vegas Chamber of Commerce.

Congratulations to the following companies celebrating membership anniversaries in **October 2009**.

#### TWENTY+ YEARS

Cragin & Pike Insurance-  
Matt Cook (84)  
Nevada Beverage Co. (71)  
Roberts Roof & Floor, Inc.  
Lic. # 6040 & 6040A (66)  
Larkin Plumbing (58)  
M.J. Christensen Diamond  
Centers (58)  
Sierra Pacific Resources (58)  
EMBARQ (58)  
Wells Fargo Bank (58)  
Sunrise Hospital & Medical Center (47)  
Haycock Petroleum Co. (39)  
GLB Insurance Group of Nevada (33)  
McGladrey & Pullen (33)  
Becker Realty-Barry W. Becker (33)  
Lake Mead Cruises (32)  
Wholesale Builders Supply (32)  
The Boulevard Mall (31)  
Employers Association of Southern  
Nevada (30)  
KVBC TV 3, 'Watching Out For You' (30)  
Cox Communications (29)  
The Bootlegger Bistro (28)  
Zee Medical (28)  
Hill Top House Supper Club (28)  
American Heart Association (26)  
Chapel of the Bells (26)  
Lilack, Inc. (24)  
American Medical Response (24)  
Briggs' Business Services, Inc. (24)  
Chevron Corporation Policy,  
Government & Public Affairs (24)  
Greenman, Goldberg, Raby &  
Martinez (24)  
Nevada Title Company (23)  
Puliz Records Management  
Services (23)  
Wackenhut Services, Inc. (22)  
Arizona Charlie's Hotel & Casino (21)  
Commercial Roofers, Inc. -  
Lic. #44534 (21)  
Heritage Employment, Inc. (21)  
JMA (21)  
Red Wing Shoes (21)  
Wiener Communications Group (21)  
Baskow & Associates, Inc. (20)  
**FIFTEEN YEARS**  
Jani King of Las Vegas, Inc.

#### TEN YEARS

Competitive Components, Inc./Nevada  
Assembly Services  
General Surgery Associates  
Gill Theatrical Management, Inc.  
HTA Plumbing & Mechanical -  
Lic. # 49199  
Lee & Associates Commercial  
Real Estate Services  
McMillan and Associates Insurance  
Services, Inc.  
Nevada Corporation Associates, Inc.  
Nevada P.E.P., Inc.  
Rosen, Robert S., M.D. PC  
Salas & McQuigg  
Speed-O-Printing & Mailing Services  
Wingfield Nevada Group, The  
Wyndham Vacation Resorts  
Zion Canyon Visitors Bureau

#### FIVE YEARS

ABC Real Estate School  
Acacia Springs  
Baldasarro Watches  
Bogar Enterprises  
Eureka Casinos & Urban Group  
Eye Options  
Gaming Support USA, Inc.  
Grisham Consulting Services, Inc.  
Humitech of Las Vegas, LLC  
Huntington Jewelers, Inc.  
Industrial Metal Craft  
Joyce & Associates Nevada, Inc.  
Krave Entertainment  
Las Vegas Sports Central, Inc.  
Maggiano's Little Italy  
Medical Diagnostic Technologies, Inc.  
Monte Lago Village Resort  
Nelson Law  
Nevada Meridian LLC  
PROforma imPRINTS  
Ramco Masonry, Inc.  
Renaissance Las Vegas Hotel  
Rich Little Productions, Inc.  
Thomas R Kroll, O.D.  
Trusted Financial & Insurance-  
Tuan Pham  
UPS Store #4119  
Vanguard Media Group  
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The Las Vegas Chamber of Commerce is proud to provide members with a place to publish their current announcements. Please follow the submission guidelines outlined at the bottom of page 3 under "Helpful Hints" section. Submissions not following the guidelines may not be published. E-mail news items to [pr@lvchamber.com](mailto:pr@lvchamber.com) or fax to Public Relations at 702.735.0320.

### Do you want to get the most exposure for your next special event, or publicity about your grand opening or new product launch?

The Las Vegas Chamber of Commerce Public Relations Department can help you maximize your exposure by giving you a comprehensive list of media contacts. This list includes key contacts at all major Television, Radio and Print publications in Southern Nevada.

Chamber Members	\$69
Non - Members	\$99

Contact the Public Relations department at 702.641.5822 or email at [pr@lvchamber.com](mailto:pr@lvchamber.com)

## Coming Events

**Sam's Club** and **Grand Canyon University** host a free business networking breakfast on Friday, October 9, from 8:00 – 10:00 a.m. at Sam's Club, 7100 West Arroyo Crossing (215 & Rainbow). RSVP: 1-866-406-6528.

**University of Nevada Cooperative Extension** presents "Desert Green XII" on October 22-23, at Sam's Town Hotel & Gambling Hall. The event features seminars for landscape professionals. [www.desert-green.org](http://www.desert-green.org).

**Easter Seals Southern Nevada** hosts its Great Pumpkin Run on October 30. Participants are encouraged to dress up in costume to run the 5k race and 1 mile walk.

**The Springs Preserve** hosts Dia de los Muertos on November 1, 3:00 – 9:00 p.m. The event will feature a variety of activities, tours, ethnic traditional food, live entertainment and a display of altars. [www.springspreserve.org](http://www.springspreserve.org).

## Congratulations

**Cragin & Pike Insurance** celebrated its 100th year of doing business in Las Vegas with a special celebration at 5th Street School in downtown Las Vegas. The company also received the Chamber's special Centennial Award sponsored by McCarthy Kaster CPA's, LTD.

Twenty-two attorneys from **McDonald Carano Wilson LLP** were selected by their peers as Mountain States Super Lawyers for 2009.

Staff auditors Kunie Sugiyama and Anna Miguel of **Houldsworth, Russo & Co.** have earned their Certified Public Accountant (CPA) professional designation.

**Holland & Hart LLP** was named the top natural resources law firm in the country by Best Lawyers in America. In addition, the 2009 edition of Vault/MCCA Guide to Law Firm Diversity Programs ranked the firm fourth among 277 major law firms in the category of "highest percentage of women equity partners."

The Remote Sensing Laboratory Aviation Program and its contractor **National Security Technologies, LLC** were awarded the Department of Energy Jeff Snow Aviation Program Memorial Award.

More than half of **Lionel Sawyer & Collins** shareholders were selected for inclusion in The Best Lawyers in America for 2010, one of the preeminent legal referral guides in the United States. The firm was also ranked as the overall top law firm in Nevada by Chambers USA, 2009 edition.

Inc. magazine ranked **Big Traffic Mass Media** as No. 3696 on its third annual Inc. 5000, a ranking of the nation's

fastest-growing private companies.

Pool & Spa News magazine honored **Paragon Pools'** father and son design team as 2009 Masters of Design for its Casita Spa project.

John Deiss of **Nespresso USA** successfully launched the new "Moment N" promotion which resulted in 43 offices taking advantage of the special offer.

Nate Donald, mechanical engineer for **Harris Consulting Engineers**, has earned his Professional Engineer licensure in the State of Nevada.

Bill Wilson, assistant vice president of **Nevada State Development Corporation**, was awarded the Certified Commercial Investment Member (CCIM) designation by the CCIM Institute, a leading commercial real estate association.

**Mountain States Super Lawyers** magazine named Oshins & Associates lawyers Steve Oshins and Richard Oshins as Super Lawyers in Estate Planning & Probate, and Heidi Freeman, Kristen Simmons and Katie Colombo as Rising Stars in Estate Planning & Probate.

**Steiner's – A Nevada Style Pub** was named a 2009 "Best of Citysearch" winner in the Best After-Work Bar category.

## Announcements

**Skydive Las Vegas** recently upgraded its skydiving center with a new 2009 Sigma tandem skydiving systems, a new 2009 PAC-750XL skydiving airplane and new 2009 Chevy Express shuttle vans outfitted with DVD Video and GPS navigation systems.

**Las Vegas Handyman** announces that Tony Reed and Mike Sarafijanovic have joined the company as senior craftsmen.

Holly Madison has extended her run as "Bo Peep" in PEEPSHOW at **Planet Hollywood Resort & Casino** until September 2010.

**Mingle Easy** launched its new Mingle Easy plate that includes a universal beverage holder to accommodate all types of glassware to make networking at events easier.

**Windermere Prestige Properties** announces that Dolly Barton and Linda Coleman have joined the company as sales associates in the Green Valley office.

**Nevada Public Radio** has named Dr. Shamoon Ahmad to its board of directors. Dr. Ahmad is director of the Cancer Therapy & Integrative Medicine Institute in Las Vegas.

**Nevada Cancer Institute** hired several new faculty and staff members including William Bennett as chief financial officer; Karen K. Fields, M.D. as Chief Medical Officer; Rebecca Garrett, M.D. in the Medical Oncology Department; Meredith Mullins, M.B.A. as senior vice president of research

operations; and Gavin Pepper as director of hospitality and volunteer services.

**Music Angels Foundation** has opened its doors in Las Vegas. The foundation is a 501(c)(3) non-profit organization whose mission is to assist people in the music industry with emergency medical, housing and food needs.

**Johnson Jacobson Wilcox** promoted Alisha McClellan to accounting manager. In addition, staff accountants Damiana Crimi and Kristin Davis have earned their Certified Public Accountant (CPA) designation.

**Ricardo's Mexican Restaurant** is the first restaurant in Nevada to introduce "pay at the table" technology, allowing guests to pay their bill without their credit card or debit pin transaction information leaving the table.

**MassMedia Corporate Communications** hired Brittany Smith as assistant account executive to help implement communication strategies and tactics for clients.

**University of Southern Nevada College of Nursing** is accepting applications for its new Bachelor of Science in Nursing (BSN) program at its Henderson campus. Classes will begin in January 2010.

## Community Service

**SHArchitecture** designed the new interior for the James Clubhouse Boys and Girls Clubs of Las Vegas featuring a new color palette, energy efficient windows and doors, and tubular skylights.

**Community One Federal Credit Union** donated backpacks, school supplies and computers to R.O. Gibson Middle School. The items were collected at Community One branches across Las Vegas to provide students with the tools necessary to succeed.

**Jason's Deli** will donate 20 percent of food and beverage purchased October 12-18 and November 9 – 15, to the Juvenile Diabetes Research Foundation International.

**Boy's Town Nevada** received a \$50,000 grant from the MGM Mirage Voice Foundation to support its In-Home Based Services department and serve an additional 15 families and 38 children in need.

**Lake Las Vegas** and **Ritz-Carlton** are launching "Henderson Happy Hours" every Thursday until December 31. **Boys and Girls Clubs of Southern Nevada** will receive 10 percent of all "Henderson Happy Hours" proceeds.

**CORE Construction's** 5th annual "Christmas in July" food drive raised more than 8,000 canned goods and \$800 in monetary donations for Catholic Charities of Southern Nevada.

**Nevada Contractors Association** awarded a total of \$13,500 through the David Papadopulo Memorial Scholarship to three students majoring in civil engineering at the University of Nevada Las Vegas.

## On the Move

**Prism Nightlife, LLC** has relocated to 2800 W. Sahara Ave., Ste. 7B. The company now offers printing services as well as marketing and event production.

**Crisci Builders** relocated to its new office building, Crisci Professional Plaza, located at 8845 W. Flamingo Road, Ste. 200.

## Projects and Deals

**Cornerstone Company** announces it has brokered several recent real estate transactions including a 60-month lease worth \$160,725; a 60-month lease totaling \$95,564, and a 60-month lease valued at \$442,500.

**Territory Incorporated** announces three new tenants in three of the company's retail shopping centers across the Valley.

**Burke & Associates** completed a new Caterpillar Rental store in North Las Vegas for Cashman Equipment Company. The \$1.7 million project includes equipment

bays and a rental office area.

**Datanamics, Inc.** has formed a strategic partnership with Innovation Technologies Worldwide, Inc. to offer its hotel clients a cost-effective combination of modern technologies when addressing telecommunication systems.

**Nevada State Bank** is assisting the Federal Deposit Insurance Corporation (FDIC) by acting as payout agent in the resolution of Community Bank of Nevada.

**Jaynes Corporation** completed a 52,000 square foot tenant improvement project for Aristocrat Technologies that included an interior renovation and new office space.

Soozi Jones Walker and Bobbi Miracle of **Commercial Executives** brokered several commercial real estate transactions including a 60-month lease valued at \$207,000, a 72-month lease worth more than \$137,000, and a 60-month lease for \$254,462.

**Eliot Management Group** opened its 25th office this year and is hiring and training representatives across the country.

**Grubb & Ellis Las Vegas** announces several recent transactions including a 10-year lease valued at nearly \$15 million, a 5-year lease of retail space worth \$92,000, and a 8-year lease for more than \$312,000.

## Easter Seals Awarded Employment Grant

Easter Seals Southern Nevada (ESSN) has recently been awarded an employment grant that names them as a provider to help place Adult and Dislocated Workers back into the workforce.

Overseeing the grant is Nevada Workforce Connections. The mission of ESSN is to create solutions that help people with disabilities become self-sufficient through education, community partnerships and direct services. Although ESSN is best known for its outstanding record in assisting people with disabilities, this grant will concentrate on helping get all Nevadans back to work.

Nevada Workforce Connections develops a world class workforce through innovative market driven strategies that are relevant to Southern Nevada's employers and job seekers.

ESSN has already begun placing job seekers into the program by conducting interviews that help identify job history, education or educational needs, qualifications and skill sets. The grant allows for supportive services needed to assist prospective employees in becoming "work ready". There is no charge to job seekers or employers.

Businesses are urged to contact ESSN for free assistance in job placement services. Candidates are pre-screened by job developers to make sure that they meet the qualifications for the open positions.

"This part of the grant is especially beneficial to the HR departments of our local businesses," says Pam Lang, job developer for ESSN. "We send only candidates that we feel are a good fit, allowing us to save businesses time and money."

Employers may contact ESSN for assistance in finding qualified, work ready employees by calling job developers Pam Lang at 702.789.5435 or Sandy Trujillo at 702.789.5434.

# BEYOND THE LIGHTS, BEYOND THE HEADLINES



## A DESERT COMPANION FOR THE WAY WE LIVE NOW

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## Hearing impaired consumers... *continued from page 6*

dealing with the hearing loss community.

Hearing loss often has a profound influence on the personal and general well being of the individual who has lost their hearing. They often live in a world of uncertainty, not exactly sure if they hear what is being said, or if anything is being said at all. This is why visual clues are so important from businesses and their employees.

When I go into an unknown business, I am always looking around for visual clues to find what I need. If I do have to ask for help, I want the employee to look at me to make sure I understood what they say. I don't want to humiliate myself by telling my story to every individual whom I encounter; I will tell people once I have been given the notion of "polite dignity."

Making sure a customer is being heard and understood must be one thing every employee learns. They don't have to stare at the individual or ask them if they heard, but they do need to pay attention to see if the person is responding. They need to help the customer state what he or she needs and to provide clear feedback as to what products or services are available. One of the worst things an employee can do is to assume that a customer can hear and start talking with their back turned to the individual.

It's so easy for an employee to be respectful and courteous, while at the same time, measuring up a situation and knowing how to respond. Talking slowly and clearly with face-to-face contact is essential to working with people with hearing loss.

mouthings words (for lip-reading) in an effort to communicate does nothing but embarrass the individual and make the patron want to run out the door and never come back.

Here is a quick way to help your employees become knowledgeable about hearing loss:

- Teach empathy by having employees place cotton in their ears and run a blowing hair dryer close by
- Speak in both normal and loud tones to the employees and then ask them how much they can hear or understand

Employees will quickly learn that shouting doesn't make them understand any better. The key is in looking for visual clues and letting the individual extrapolate for themselves; in other words, let the hearing loss individual fill in the blanks in their own way. If they don't understand, they will ask.

Another important thing for employees to understand is how a Nevada Relay call works. If an employee answers a phone and doesn't immediately hear a voice, remind them to hang on for a moment while the automated system kicks in. Do not hang up on the caller, as he or she could be a potential hearing-impaired customer. Develop a system for how these calls are responded to.

Give hearing-loss customers self respect and understanding - the idea of polite dignity - and you will have a loyal and regular customer. These little steps can lead to a better bottom line and future for your business. ■

*Mark Finn is late-deafened and assisted by a Cochlear Implant. He is the founder of the non-profit Hearing Loss Resource and Guidance Center of Nevada. He also has started a support group called Hearing Loss Association of Las Vegas which is associated with the national Hearing Loss Association of America.*

### Green Initiative

The Initiative represents a collaborative effort between the Las Vegas Chamber of Commerce and the community to guide the city towards a greener Las Vegas.

Our objective with this Initiative is to become a one-stop resource for green business in Las Vegas. This includes keeping the community abreast of:

- Green News and Events
- Green Tips & Best Practices
- Incentives for Going Green
- Greenwashing
- Community Spotlights on Sustainability Projects
- Resources for Businesses Making Green Efforts

## Renewable energy in Nevada... *continued from page 8*

Mountain Wind Project, this will be Nevada's first major wind development, and is expected to be operational by 2012.

Additionally, NV Energy is currently soliciting proposals from renewable energy providers and developers throughout our region. NV Energy has issued an RFP to interested parties with the intent of securing electric power requirements and the associated portfolio energy credits from renewable resources under terms and conditions favorable to NV Energy's customers.

This RFP is consistent with NV Energy's objective to obtain safe, reliable and adequate power supplies

for its customers at the lowest reasonable cost and in an environmentally-responsible manner.

By 2015, NV Energy expects to have spent more than \$2 billion on purchases and investments in new renewable energy and the required transmission lines that will be used to meet the Renewable Portfolio Standard.

To learn more about the Las Vegas Chamber of Commerce Green Initiative go to [www.lvchamber.com/programs/green](http://www.lvchamber.com/programs/green) or call 702.641.5822. ■

*The views expressed in this article are opinions of the author and may not reflect the view of the Las Vegas Chamber of Commerce.*

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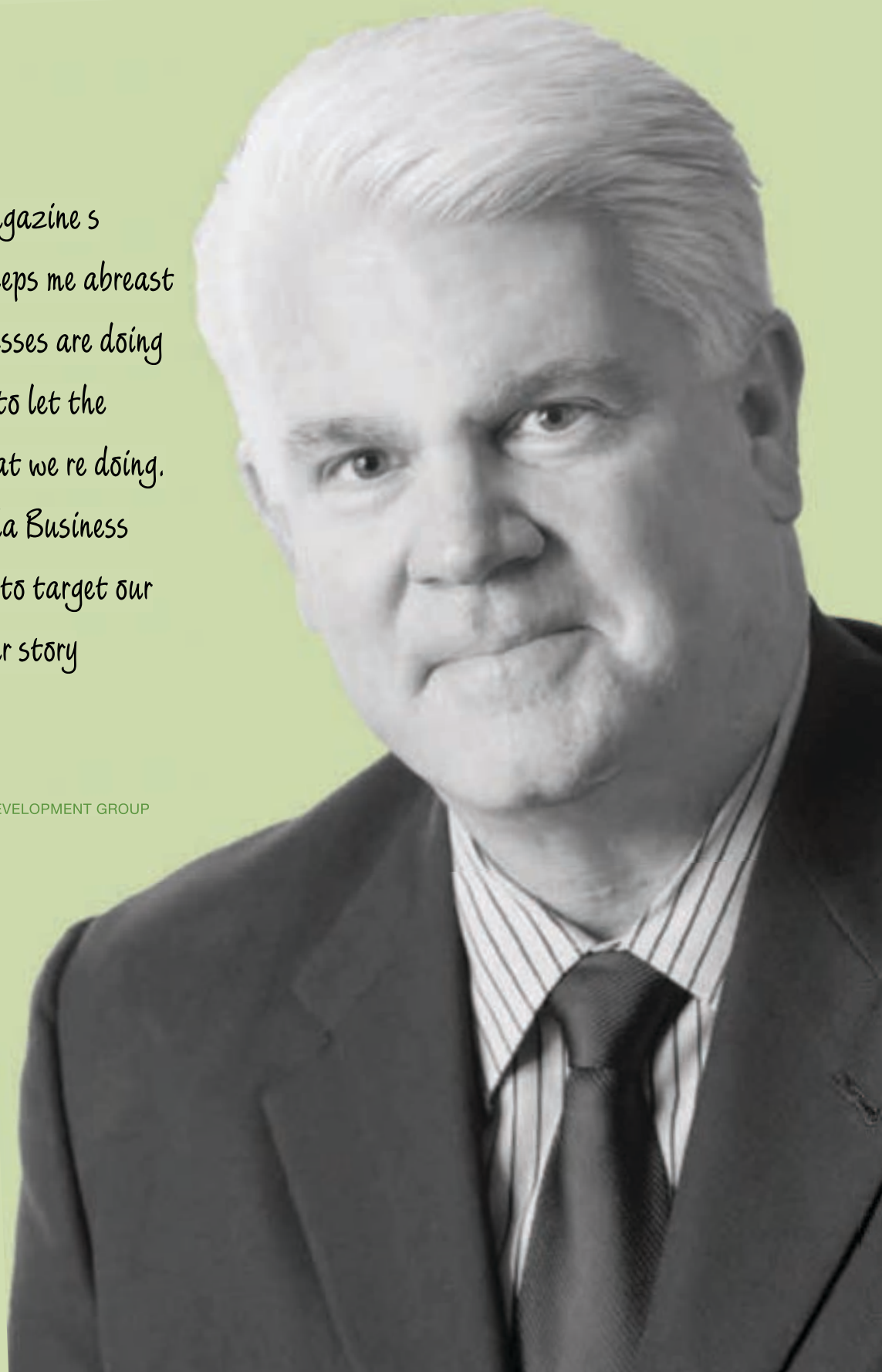
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## Federal anti-identity theft provision... *continued from page 3*

and encryption to a more proactive approach. These regulations affect any business that provides goods or services without requiring payment in advance or when the goods or services are provided. FTC enforcement actions in the realm of identity theft have in the past included both a review of the company's policies and the company's actual implementation of those policies. A weak policy,

or a strong policy that is insufficiently implemented, can spell trouble for the company under review, including hefty civil penalties or injunctions. Past FTC actions in identity theft-related cases have imposed fines in the millions of dollars and required the violator to submit to -- and pay for -- third-party audits and monitoring for up to 20 years.

Businesses must ensure they are familiar with the **Red Flags Rule** and in compliance when it goes into effect on November 1, 2009. The rule may affect many aspects of your business, including internal policies and information-sharing arrangements. Visit [www.ftc.gov](http://www.ftc.gov) and search red flags.

Contact Christopher Mathews at Lionel Sawyer and Collins for more information. ■



## Celebrate Customer Service... *continued from front page*

Recognize "above and beyond" service at no cost



Whether you want to recognize one individual or a whole company of star performers, the Chamber's Customer Service Excellence program is

available to any size business.

### How it works

If you'd like to recognize someone for their superior levels of service, there are three ways you can do it.

1. Fill out the online nomination form at [www.lvchamber.com/programs/cse](http://www.lvchamber.com/programs/cse)
2. Fax or e-mail commendation letters or e-mails, notes of phone compliments or recognitions that your employees have received to [scollins@lvchamber.com](mailto:scollins@lvchamber.com)
3. Display Customer Service Excellence comment cards in your lobby or reception areas. Cards are available at the Chamber and are provided at no cost to your business. Customers fill out the card and drop them in the mail. Postage is prepaid.

Once the Chamber receives your recognition request, we'll send a letter of congratulations to the recipient and invite them to our quarterly awards recognition ceremony. Recipients are presented with a certificate,

pin and a commemorative photo is taken. Mayor Oscar Goodman and other local celebrities are frequent attendees at recognition ceremonies where they pose for pictures with recipients. There is no cost in participating in the CSE Program for you or the recipient. This turn key program is high in value but low in cost. As a final reward CSE recipients are also invited to our annual CSE luncheon.

### Host Locations

If you're a large company and would like to create or enhance a customer service program, the Chamber can conduct CSE recognition ceremonies on-site. These are referred to as "Host Locations" and may occur monthly, quarterly, etc. Host Locations require program flexibility and the Chamber plays as large or small a role as requested.

### Levels of Achievement

During a program year, all nominations are tracked and the following levels of achievement can be reached:

- 3-5 nominations - Receive Bronze certificate
- 6-10 nominations - Receive Silver certificate
- 11 + nominations - Receive Gold certificate

For more information on how your company can get involved with Customer Service Excellence, contact the Las Vegas Chamber of Commerce at 702.641.5822 for more details, go to [www.lvchamber.com](http://www.lvchamber.com) or e-mail [scollins@lvchamber.com](mailto:scollins@lvchamber.com). ■



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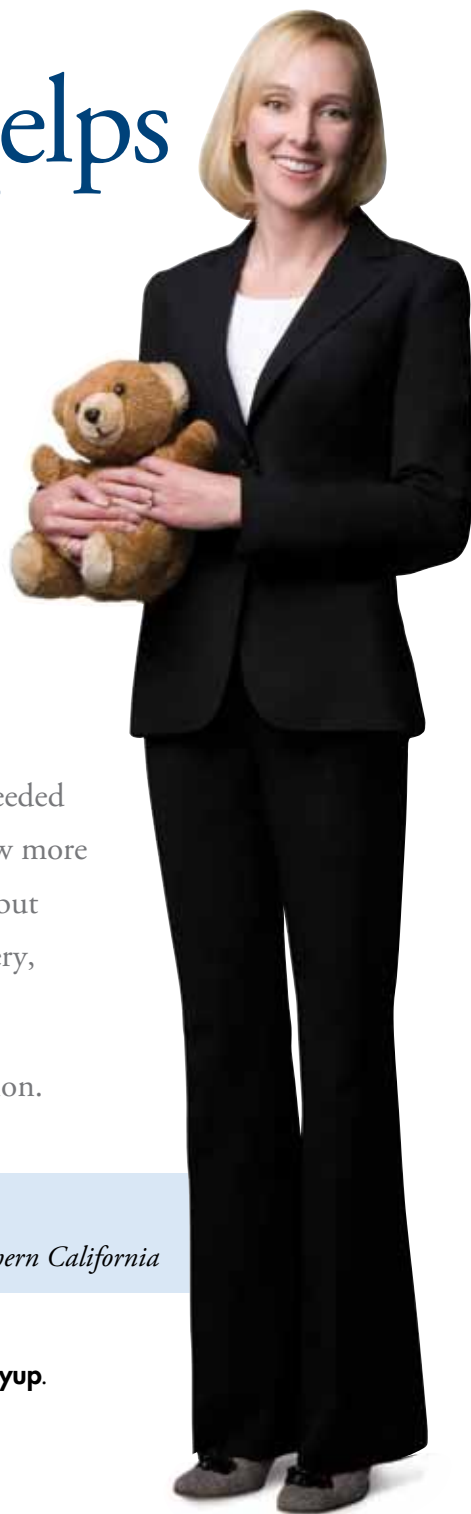
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